MAR. 14 THRU MAR. 20

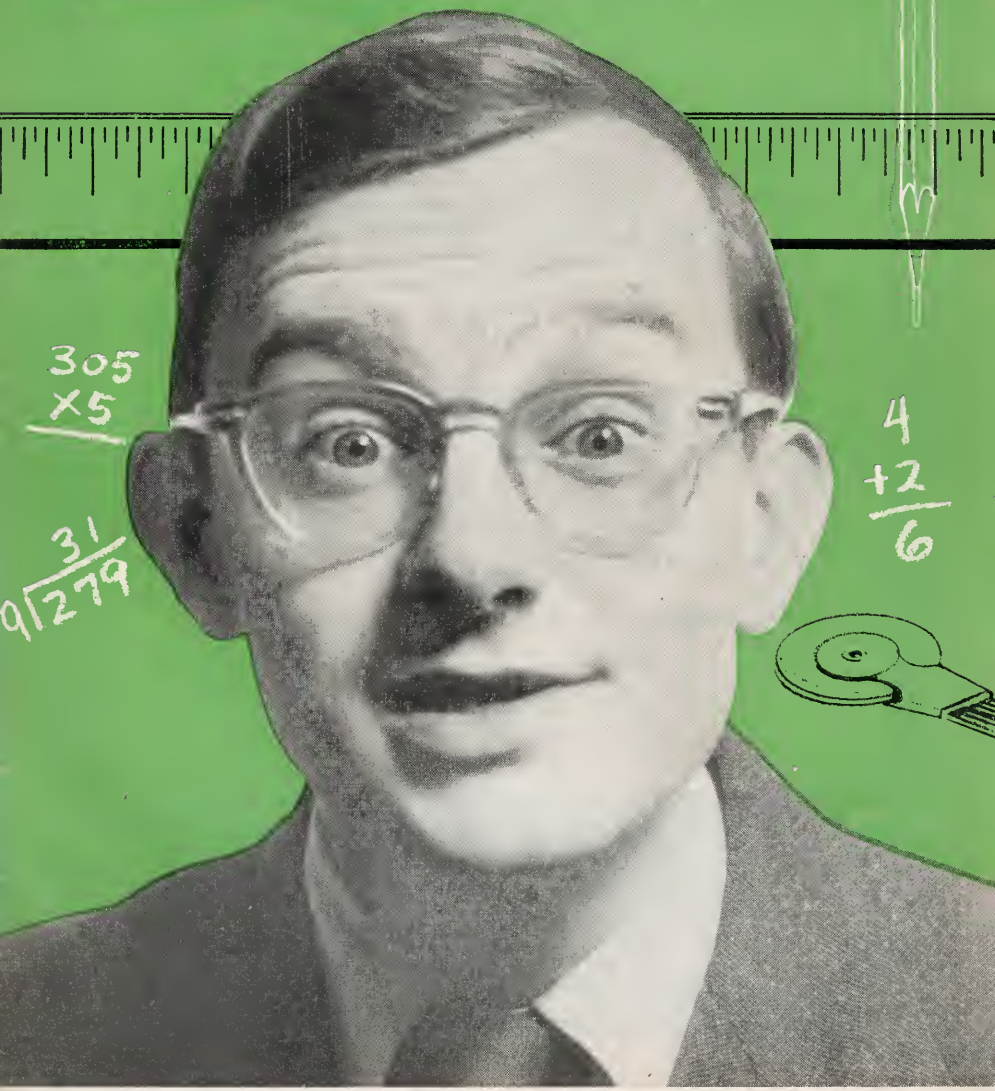
NORTHWEST AREA

TV Forecast and Guide

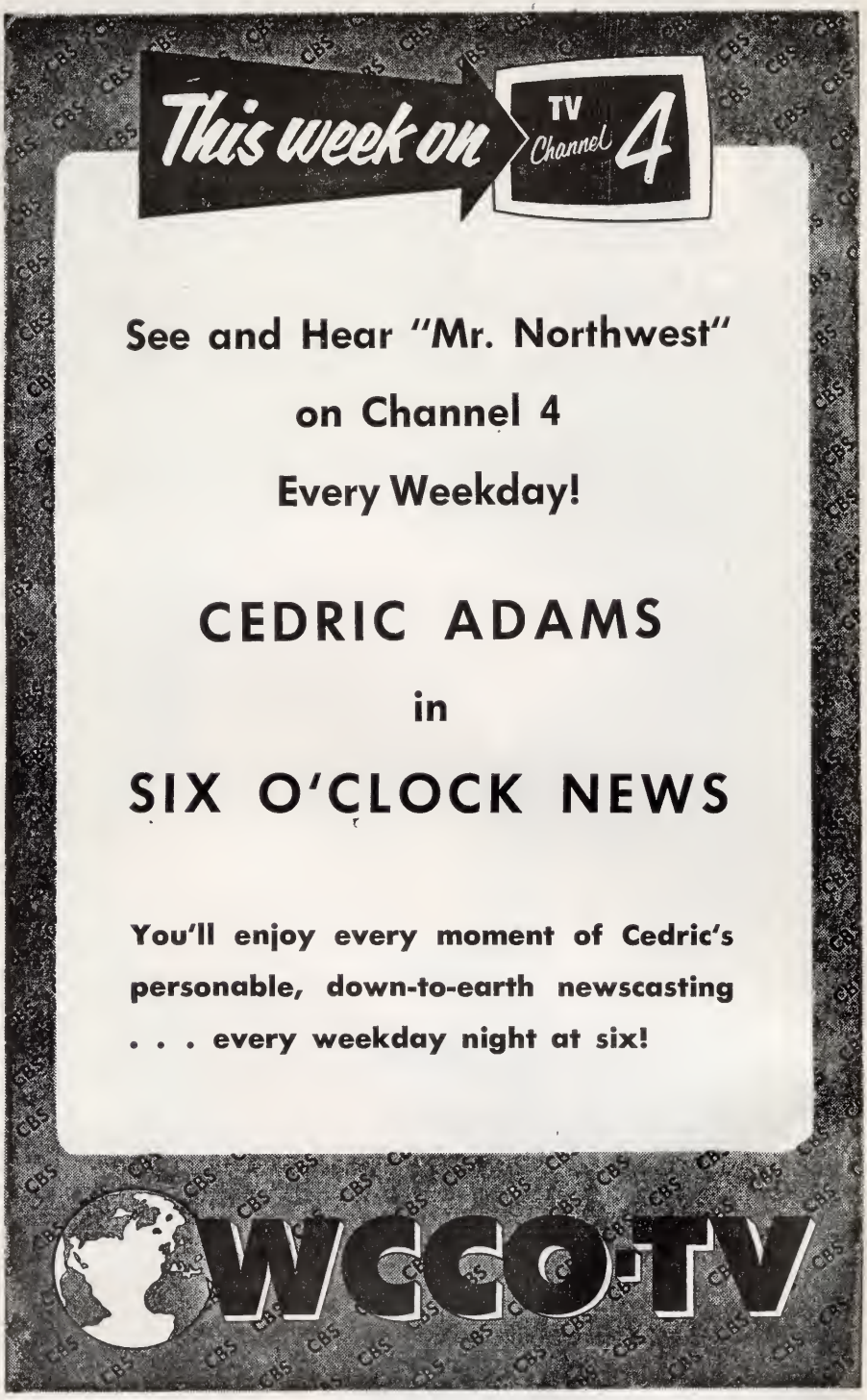
1953

15c

Is Mr. Peepers Eccentric?



the most complete TV program GUIDE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in
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You'll enjoy every moment of Cedric's personable, down-to-earth newscasting . . . every weekday night at six!
WCCO-TV

Channel One

AFTER the birth of young Desi, **Lucille Ball** went on a diet to get in trim for the cameras when she starts back to work on March 20. Husband Desi bravely joined her on the diet and followed it carefully. Result: Lucy lost 15 pounds, and Desi gained 10. . . . **Jimmy Durante** will star in the movie version of "Rip Van Winkle," to be produced by **George Jessel.** . . . **Marie Wilson** will present a nightclub act at London's Palladium and U. S. spots next summer.

\+ + +

CBS is planning to present comic **Larry Storch** in a half-hour show. . . . Rumors suggest that **Dagmar** (whatever happened to Dagmar?) will soon return to TV as an emcee on a giveaway program. . . . **John Cameron Swayze,** news commentator, says that some girls are the baseball type—more at home when working on a diamond. . . . **ABC** has added 14 new affiliated stations to bring its total to 95 TV affiliates. What happened to the weaker sex? More than 60% of the guests who appear on the "Wheel of Fortune" show because they have saved a human life are **women! . . . Bob Hope** will be emcee for the "Oscar" dinner given by the Academy of Motion Picture Arts and Sciences. The award ceremonies will be televised on a national hookup for the first time in the history of the academy. The date is March 19. . . . One of **Robert Q. Lewis'** script writers, about to become a father, didn't know how to answer the question about the number of his dependents on his income tax return. He finally filled in: "Watch This Space." . . .

\+ + +

Ever notice the paintings in the living room of the **George Burns** and **Gracie Allen** TV home? They belong to Gracie and were a gift from the artist, Orry Kelly, the famous Hollywood designer. . . . **James Melton** tells of two mosquitoes that were on Robinson Crusoe's arm. "I'm going to leave now," said one. "Goodbye," the other replied. "Ill see you on Friday." . . . And then there's **Ralph Bellamy's** quip: A small town is a place where everybody knows what everybody else is doing and they read the local paper just to see if they have been caught at it.

\+ + +

When **Eve Arden,** star of "Our Miss Brooks," and her husband are in Europe this summer, they plan to shoot about 3,000 feet of 16 mm film, which will be incorporated into a future telefilm. . . . Upon being introduced to a well-known playboy at a party recently, **Eileen Barton,** songstress, stopped him dead with: "I've heard so much about you. Now I'd like to hear your side."

\+ + +

NBC television will present **"Easter in New York,"** an hour program of spring fashions and family celebration, on Easter Sunday, April 5. . . . **Bill Cullen** claims that TV isn't replacing radio half as fast as it is school homework. . . . Take a look at next week's issue to get advance information on the big change that's coming in **TV Forecast and Guide.** We think the details will thrill you. For example, in just two or three weeks the magazine will be twice as big and ten times as beautiful —and at no increase in cost!

Swayze

Hope

Melton

Wilson

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TV FORECAST March 14, 1953

NORTHWEST AREA

Over 85,000 readers per week

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Promotion Director
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Editorial Department
John Locken

Sports
Jimmy Delmont

★

COVER

Wally Cox, better known to millions of TV viewers as Mr. Peepers, is amazingly like the shy, mild-mannered character he portrays. Then how did he rise from a job as a $40-a-week jeweler to become a top TV celebrity? Story on Page 16.

★

Vol. 3, No. 43
March 14, 1953

TV FORECAST NORTHWEST AREA **Published Weekly by TV TIMES, INC., 1951 University Avenue, St. Paul 4, Minn. Tel. Prior 4545.**

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Letters to the Editor

No names will be withheld. Letters must be signed and include writer's address.

Academy Awards

Could you please tell me if we are going to see the Academy Awards on TV on March 19?
St. Paul — Barbara Aretz

Presentation of the "Oscars" will be shown on KSTP-TV on March 19 starting at 9:30 p.m.—ED.

Fast Service

I am a constant reader of TV Forecast and enjoy it very much. Since I have been watching Arthur Godfrey's morning program, Janette Davis has become my favorite. I would like to know more about her. Could you please have it printed in your magazine?
Minneapolis — Mrs. M. Berkus

The story about Janette Davis in last week's issue was printed the day you wrote your letter. Okay?—ED.

No Holds Barred

We get tired of seeing dirty wrestlers fighting against the clean sports. Why not put the dirty guys together and let them go to it without a referee?
Wheeler, Wis. — Lyle Graff

Any ring villains interested?—ED.

Tickets Wanted

Would you kindly tell me how I can get tickets to see Arthur Godfrey shows when I get to New York?
St. Paul — Joe Neff

Write Arthur Godfrey, CBS Television, 485 Madison Ave., New York 22, well in advance.—ED.

More Program Listings

When the Rochester TV station comes on, are you going to carry their program listings in TV Forecast and Guide?
Cresco, Iowa — Donald Sebastian

Yes.—ED.

Wanted: More Girls

Your TV Forecast is grand. Put the girls on again in wrestling!
Dover, Minn. — Mrs. Fritz Busian

Every Night . . .

MONDAY through FRIDAY . . .

CHARLES McCUEN

in

NIGHT NEWS

10:30 - 10:40 P.M.

Here's the news final that's really complete—ALL the news of the day from all over the world—brought to you in concise, well-edited form.

Get the NIGHT NEWS Habit!

Saturday Mar. 14

WCCO-TV 4 **KSTP-TV 5**

7:30 5 Test Pattern.

7:45 4 Test Pattern.

5 Saturday Theatre. Film.

8:00 4 Pioneer Western. Film.
"Ghost Town Gold" with Robert Livingston, Ray Corrigan and Max Terhune. The Three Mesquiteers make a wild ride, fighting rustlers, to save a bank.

9:00 4 Toby Prin's Mailbox Melodies.

9:30 4 Smilin' Ed McConnel. Film.
Gunga works out a trap to capture a young elephant that is terrorizing the villagers.

10:00 4 Space Patrol.
Happy and Major Robertson race against time to prevent a madman from destroying the planet Terra.

5 Jimmy's Jamboree. Local.
With Jimmy Valentine.

10:30 4 Kids and Company. Kinescope.

5 Sky King Theatre. Film.
"Designing Woman." A woman takes on another person's identity to get a ranch.

11:00 4 Talent Hunt. Local.
With Toby Prin.

5 Open House. Local.

11:30 4 Rootie Kazootie. Kinescope.
The Cat gets back his meow but a "polka-dotted" baseball bat is stolen.

5 Kids Art Instruction. Local.

11:45 5 Magic, Mirth & Mystery. Local.
S. David Walker, magician.

12:00 4 Meet Me at the Zoo.
Unknown facts about squirrels, presented by Frederick Ulmer, who points out that a lot of animals, including prairie dogs and hedgehogs, don't seem to be squirrels but actually are. Also on hand: flying squirrels.

5 A Dog's Life. Local.
With Jerry Carnes.

12:30 4 Talent Patrol. Kinescope.
With Steve Allen.

5 Saturday Matinee. Film.

1:00 4 American Religious Meeting.

1:30 4 Private Screening. Film.

4:00 5 The World Around Us. Local.
With Ben Leighton.

4:30 4 Cowboy G-Men. Film.
"Bounty Jumpers." A U.S. Army messenger is robbed, and Pat and Stoney, federal agents, are called on to capture the bandits.

5 You Should Know. Local.
With Jimmy Valentine.

5:00 4 Wild Bill Hickok. Film.

5 Roy Rogers Show. Film.

5:30 4 Beulah. Film.

5 Film Feature.

6:00 4 Hopalong Cassidy. Film.

5 Wisdom of the Ages.

6:30 4 Beat the Clock.
Bud Collyer conducts stunts.

5 My Hero. Film.
"Beauty and the Beast." Beanblossom plays cupid for a European actress and an egotistical director in order to sell a honeymoon home.

7:00 4 Jackie Gleason Show.
Jackie Gleason with Audrey Meadows, Art Carney in comedy skits. Tonight's guest: Sunny Gale.

5 All Star Revue.
Tallulah Bankhead with guest stars Fred MacMurray, Wally Cox and Cab Calloway. Domestic life, rough-style, portrayed by Patsy Kelly and Phil Foster. There's a monologue by Tallulah about her first ocean crossing via a Staten Island ferryboat.

8:00 4 Front Page Detective. Film.
Edmund Lowe as crime-hawk, newspaperman, David Chase.

5 Your Show of Shows.
Sid and Imogene back from vacation to head this fast-moving comedy and musical revue featuring Marguerite Piazza, Jack

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TALENT HUNT

11-11:30 A.M. Saturdays WCCO-TV

Russell, Carl Renier, Howard Morris, Bill Hayes, Judy Johnson, the Hamilton Trio and Bambi Linn and Rod Alexander dance team. Guest hostess is Arlene Whelan.

8:30 4 St. Paul Wrestling. Local-R.

9:30 4 Liberace. Film.
The West Coast's talented young virtuoso.

5 Greatest Fights of Century.
Tony Zale vs. Rocky Graziano. The brief bout between the free-swinging middle-weights on June 10, 1948.

9:45 5 Filmette.

10:00 4 Suspense. Kinescope.
"They Haven't Killed Me Yet." An American agent of Oriental extraction risks his life when he tries to break up a vicious protection racket in Chinatown.

5 Today's Headlines. Local.
Newscaster Bob Ryan.

10:15 5 Weather Report. Local.
With George Grim.

10:20 5 Filmette.

10:30 4 Night News. Local.
Newscaster Charles McCuen.

5 Fred Vant Hull.
Sports commentary.

10:35 5 Short, Short Drama. Film.

10:40 4 Weather Report. Local.
With Bud Kraehling.

10:45 4 Tales of Tomorrow. Kinescope.
"Lonesome Village" starring Constance Clausen. With the earth stricken by a lightning-fast epidemic, the domestic troubles of a small-town mayor and his discontented wife become unimportant as they face the task of continuing civilization by themselves.

10:50 5 Starlight Theatre. Film.

11:15 4 Old Homely. Local.

11:20 4 Night Owl Playhouse. Film.
"Double-crossed Fool" with Bobby Watson and Joe Devlin.

12:45 4 Tomorrow's Schedule Highlites.

Miracle Meal—In a Minute!

SHRIMPBURGERS!

Says Tom Hastings

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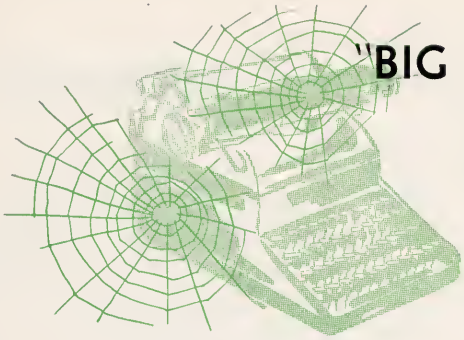


"BIG TOWN"

The Editor

STEVE WILSON had better look out. Even though he is boss of the "Illustrated Press," and is a pretty big shot in "Big Town," Steve is going to start getting plenty of heated complaints from his fellow members of the U. S. press. And here's the real reason—editor Steve Wilson is "living it up" much too high for his fellow journalists.

First thing, there's the matter of his blondes. No one denies that Lorelei Kilbourne is a pretty useful dish when it comes to a showdown with crooks. She's always fetching the cops in the nick of time. Not only that, she's untied Steve so often in the badmen's lair, Lorelei could star in a Boy Scout knot-tying contest. This is to say nothing of countless mysteries solved with Lorelei's lipstick, hairpins or just plain old women's intuition.

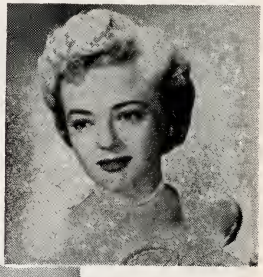
But what really gripes Steve's colleagues is that his blonde helpers are all so doggoned cute. Pipe this latest Lorelei—Jane Nigh—for example. She's 5'4" and 115 lbs. of loveliness. Before embarking on the Hairbreath Harry life of TV's "Big Town," Jane was a movie starlet who played a secondary role in such flickers as "State Fair," "Blue Grass of Kentucky" and "Red Hot & Blue." Before that, Jane pounded a typewriter in the Los Angeles office of Sears Roebuck. Her boy friend sent her photo to a movie talent scout, and that did the trick.

Before Jane Nigh, Steve Wilson employed such winsome cuties as Mary K. Wells and Julie Stevens (Helen Trent of radio fame). They were beautiful, too, and most working newspapermen will swear that such creatures are never encountered on a day's beat.

There's another point on which Steve Wilson may hear from such "competitive" outfits as Associated Press and United Press. That's the fact that, despite his long service on the "Illustrated Press," no one has ever seen editor Steve Wilson write a story for publication. This is bound to give the U. S. press a bad reputation, to say nothing of attracting all sorts of glamour-conscious, shiftless bums into the business.

Watching the editorial genius of Steve Wilson turned exclusively to crime-busting reminds one of that famous old movie that starred Don Ameche as a crack reporter. In one scene, Ameche sat down at his typewriter and, with tremendous excitement cracking around him, banged out a *perfectly typed* story. Working reporters flocked to the cinemas just to have themselves a good belly laugh.

Another glaring unreality is one in common with all TV whodunits—every crime gets



Jane Nigh is the latest Lorelei. Besides bearing a remarkable resemblance to announcer Betty Furness, she follows an illustrious tradition of blonde heroines.

Editor Steve Wilson has a problem. "Who'll I hire next?"

Lives It Up

Lorelei (Jane Nigh) and Steve Wilson (Pat McVey) help catch a murderess, played by Courteen Landis. But she won't suffer much, because she's actually Mrs. Pat McVey in real life. Courteen is a native of Milwaukee.

Pat McVey and Mary K. Wells (a former Lorelei). His specialty: Blondes.

solved in 30 minutes, right on the button. This is great stuff, and highly efficient, say the press boys, but they sigh heavily thinking of all the major crimes still unsolved in the police files of all great cities. The only support Steve Wilson will get on this will come from the Mystery Writers of America.

It would certainly be mighty refreshing some time to have "Big Town" go off the air with editor Steve hopelessly trussed up head-to-toe, with a cider press steadily grinding down on him—and not a friend in sight. That's the sort of thing that makes switchboard operators go crazy, and telephone companies declare dividends.

Naturally, all this sniping isn't going to discourage Steve Wilson, because in real life he is Pat McVey, a fellow who was getting pretty benumbed by hard work & bad luck before the "Big Town" series was launched.

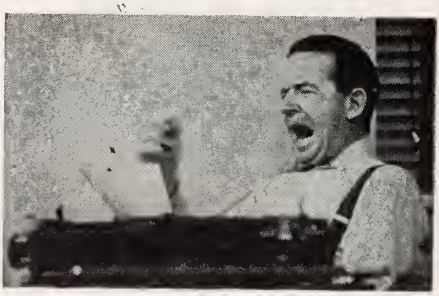
McVey is a Fort Wayne, Ind., boy who aspired to be a lawyer. "I don't want to be an actor, they're all crazy," he told his high school dramatic coach. So he finished at University of Indiana, then Indiana Law School. In fact, he practiced law for two years.

Then McVey left law practice and headed for the west coast, where he picked up off jobs and played in amateur theatricals for several years. His first movie bit was in "Sergeant York," which earned him $50. In 1939, a San Fernando Valley flood wiped out his home there. In 1942, McVey entered the army as a buck private, and saw service in Washington state and Cold Bay, Alaska.

He was discharged in 1945 and returned to summer stock, by which route he made his journey to the Broadway stage, usually playing hardboiled press agents and reporters. In 1950, McVey won the TV auditions for "Big Town" and has felt comparatively at home battling TV villains ever since.

"And who wouldn't be," chorus the U. S. press, "with gorgeous blonde assistants, 30-minute work-weeks, and every badman tailored for a pratfall?"

"Big Town" is seen on channel 4 (WCCO-TV) on Monday at 10:00 p.m.



Well, who wouldn't be tired — interviewing blondes, working 30 minutes a week, knocking off badmen.

Sunday Mar. 15

WCCO-TV 4 **KSTP-TV 5**

8:00 4 **Test Pattern.**
5 **Test Pattern.**

8:15 4 **Western Theatre. Film.**
5 **Cowboy Playhouse. Film.**

9:00 4 **The Gospel Hour. Local.**
With Rev. C. O. Stadsklev.

9:15 4 **Hour of Decision. Film.**
Evangelist Billy Graham.
5 **Mr. Jaycee.**

9:30 4 **Business and Finance. L.**
With Gene Godt.
5 **You Can Change the World.**

10:00 4 **This Is the Life. Film.**
An expert cabinet maker, who can fit pieces of wood together with great skill, runs into trouble in managing the pieces of his own life.
5 **Tower of Truth.**
Catholic children discuss religion.

10:30 4 **Faith for Today. Kinescope.**
5 **Catholic Hour.**

11:00 4 **News & Personalities. Local.**
John Gallos keeps you abreast of the news.
5 **Tootsie Hippodrome.**
"Tate's Dogs" do acrobatic tricks, play follow-the-leader and perform on a revolving table.

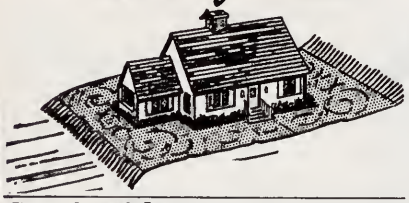
11:30 4 **Candy Carnival.**
Starring Gene Crane.
5 **Cisco Kid. Film.**

12:00 4 **Parade of Homes. Local.**
Watch the "homes for sale" go by—from the comfort of your easy chair.
5 **Captain Midnight. Film.**

12:30 4 **Soul's Harbor. Local.**

12:00 CHANNEL 4

"Parade of Homes"



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5 **RFD-TV. Local.**
Don Riley, host.

1:00 4 **Front Row Center. Film.**
"Last of the Mohicans" starring Randolph Scott, Bruce Cabot and Binnie Barnes. Two daughters of an English officer are captured by Indians, and a frontier scout attempts to rescue them.
5 **Basketball Scout. Local.**
Sportscaster Jack Horner quizzes the Minneapolis Lakers.

1:30 5 **Amateur Chef. Local.**
Cal Karnstedt, emcee.

2:00 4 **E. W. Ziebarth. Local.**
5 **Victory at Sea. Film.**
Motion Picture story of sea power during the critical decade of World War II. "Battle for Leyte Gulf." In regard to the number of ships involved, this was the largest naval battle in history.

2:10 4 **Weather Closeups. Local.**

2:15 4 **Cedric Adams' Yesterdays. L.**

2:30 4 **Man of the Week.**
Senator Robert A. Taft of Ohio.
5 **Herman Hickman Show. Kine.**
Guests: Mickey Mantle, Yankee center-fielder; Jean Calvato, women's fly-casting champion; Rancho Dobe's Storm, prize-winning Doberman.

2:45 5 **Bob Considine. Kinescope.**

3:00 4 **State of the Nation.**
5 **Kukla, Fran & Ollie.**

3:30 4 **Omnibus.**
"Genesis," an experimental film; Fredric March and Joseph Schildkraut in "The Last Night of Don Juan"; a visit to the Metropolitan Museum of Art, with pianist William Kapell playing one of the oldest pianos in the world.
5 **Zoo Parade.**
Marlin Perkins shows Australian animals and discusses their origins.

4:00 5 **Hallmark Theatre. Film.**
"The Harp of Erin." The courtship and marriage of Tom Moore, the Irish poet.

4:30 5 **Meet the Veep.**

4:45 5 **Window on Washington.**

5:00 4 **Range Rider. Film.**
5 **Abbott and Costello. Film.**

5:30 4 **See It Now.**
Edward R. Murrow, narrator.
5 **March of Time.**
With "The Voice of Time"—Westbrook Van Voorhis.

6:00 4 **You Asked For It.**
Art Baker, emcee.
5 **Red Skelton. Film.**
Red does a pantomime on "Catching a Bus," and as Willie Lumpp Lumpp portrays a barber. Guest on the show is June Havoc.

6:30 4 **Private Secretary. Film.**
Susie's boss gets "Wild Blue Yonder" fever and wants to take to the air.
5 **Mister Peepers.**
Mr. Peepers' mother comes to

visit, and Wes and Marge plan a surprise party for Peepers' birthday.

7:00 4 Toast of the Town.
Emcee Ed Sullivan; Ray Block and orchestra; the Toastettes, chorus line and special guest Gracie Fields, English music hall star. Featured are the West Point Cadet Glee Club, "boop-boop-a-doop" Helen Kane, Harry James, and "In the Park" with Bill Sears and animal puppets.

5 Comedy Hour.
Starring Eddie Cantor, with George Jessel, Connie Russell, composer Harry Ruby, dancer Billy Daniel and Danny Richards, an 11-year-old discovery. The audience participates in a community sing.

8:00 4 General Electric Theatre.
"Winners Never Lose" starring Pat O'Brien, Ruth Hussey and Ward Bond. A comedy about a sick gambler and a sympathetic nun and how they used pschotherapy to get a new respirator for the hospital.

5 Goodyear Playhouse.
"The Gesture" starring Eva Gabor, with Gene Lyons and Joe De Santis. A spoiled movie star is intrigued by the frankness of her press agent. But as he succumbs to her charm, he realizes that he is becoming part of a triangle.

8:30 4 Time to Smile.
Alan Young becomes entangled with an eccentric inventor, whose so-called silver polish produces many complications in Alan's life.

9:00 4 Favorite Story. Film.
Featuring Adolphe Menjou as host-narrator.

5 The Doctor. Film.
"Treasure Island." Two mysterious strangers arrive, and a boy begins an adventure as exciting as the one he has been reading.

9:30 4 Masterpiece Theatre. Film.
"Gallant Bystander" with Zachary Scott and Faye Emerson.

5 Foreign Intrigue. Film.
Robert Connon is impersonated by a man who kills two members of the Fact Finders of Free Germany. Suspected of murder, Cannon is given 24 hours to prove his innocence.

10:00 5 Today's Headlines. Local.

10:15 5 Man Who's Been There. Local.
With George Grim.

10:30 5 Hawf's Weather. Local.

10:35 5 Short, Short Drama. Film.

10:50 5 Starlight Theatre. Film.

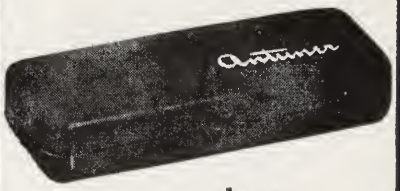
11:00 4 Walter Winchell. Kinescope.

11:15 4 Show People. Local.

11:30 4 Night Owl Playhouse. Film.
"Hard Steel" starring Wilfred Lawson and Betty Stockfield. A foreman in a steel mill alienates his family and friends in his driving desire to become a business success.

12:45 4 Tomorrow's Schedule Highlites.

The Amazing
ANTUNER...



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Did Garry Moore

THERE'S only one thing predictable about Garry Moore—your chances of seeing him almost any time you turn on your TV set are very good.

Besides his popular daytime show, seen Mondays through Fridays every week, Garry makes guest appearances and substitutes for vacationing comedians and emcees on numerous network shows.

Garry can be best described as the Arthur Godfrey for weary housewives. Although his humor is on a much higher level than Arthur's, his appeal lies in his manner rather than his matter. Women looking upon this crew-cut juvenile can't seem to resist the urge to mother him. And Garry, aware of this appeal, plays up to the ladies. Looking like a squirrel, an animal whose only appeal is its cuteness, Garry adds a pixie innocence that the ladies find irresistible.

That is not to say that Garry isn't a very funny fellow. He had an evening TV show last season that folded because his humor was on perhaps too high a level. He's an erstwhile and devoted pupil of Chicago's Ransom Sherman, the master bumbler and connoisseur of cliches. For the average TV viewer, this type of humor apparently borders on the obscure, judging from the rough time of it Ransom has had trying to make a go of it on TV.

Garry shared the mike with Ransom on that wonderful old radio show "Club Matinee," which spent most of its time lampooning the rest of the radio world. Garry originally wanted to be a writer (he collaborated on an unpublished novel with the late great F. Scott Fitzgerald) but every time he tried to get a job as a radio writer, station managers would get a load of his glib, tart patter and made him a comedian.

After stints at local stations in the east, he hooked on as a sports announcer in St. Louis, from where he was lured to Chicago by Ransom Sherman. Garry's already bright wit was brought to a polished gleam by Ransom, the master. Garry's own humor, which centered its attack on the pseudo-cultured, was given a broader base as he learned from Ransom the ability to assemble a mass of contradicting cliches, delivered in a mock-serious voice. The Moore career was in flight.

From Club Matinee Garry went into the long and profitable partnership with the clown prince of buffoonery, Jimmy Durante. From Jimmy, Garry learned two important things, humility and the very sane idea that no matter how much an audience laughs at you, you've gotta make them love you.

The Durante-Moore radio show went on for seven years. Jimmy handled the broad comedy and Garry the razor-sharp satire. One of Garry's best stunts was to do takeoffs on popular song lyrics (which seldom can bear close scutiny). After a Moore parody was finished, the original song could hardly be taken seriously.

Although Garry showed great skill in dissecting the phonies, he seldom descended to meanness. It was this quality, prominent in both Jimmy and Garry, that made Durante & Moore such a wonderful team.

One of the famous Moore pomp deflaters took place on the night of Harry Truman's election in 1948. Aging commentator H. V. Kaltenborn, a staunch Dewey supporter, was

on the radio all night, constantly asserting that the latest trends indicated that Dewey was a sure winner. When morning rolled around, a hoarse Kaltenborn was still looking for that trend. The classic Moore comment came a few days later. "H. V. Kaltenborn had to spend election night sitting up with a sick trend."

When TV came along, Garry quickly latched onto a show of his own. His daytime show (he says it's Club Matinee all over again, with pictures) spots some playful patter between Garry and announcer Durward Kirby, an old standby from Chicago radio days, some boyish clowning by Garry and plenty of music and guest stars. Vocalist Denise Lor, whose singing doesn't inspire, but who has a very womanly figure, also gets into the comedy.

Almost anything can happen on the show, which is conducted about as informally as a picnic attended by a bunch of old friends. Garry may sit on the edge of the stage and go into a lighthearted monologue about finding a better word for the title "housewife." Or he may display—and eat— samples of an almost extinct but memorable product—penny candy—with critical comments on its taste. Or he may interview a naturalist who has brought with him a 10-foot alligator! Once in a while Garry joins the cast in presenting a takeoff on some popular TV show—such as "Arthur Godfrey and His Friends" or "I Love Lucy"—with most of the characters hopelessly but humorously miscast for their parts.

All in all, it's almost impossible to give a true picture of the show, but everybody on it seems to be having a good time—without straining.

Garry's rapidly expanding TV activities leave him little time for his hobbies: golf, sailing and a massive collection of jazz records, mostly old-time New Orleans stars ranging from Bunk Johnson to Louis Armstrong. Now 35 years old with a wife and two sons, Garry is living the American dream with a home in Southern California. He still has one TV frustration to overcome however. Although his bow tie and crew cut are a joy to Housewives, Unincorporated, he still hasn't won a sizeable male audience via TV. But don't underestimate the talented Mr. Moore. It probably won't be long until he'll have the men applauding him, too.

The Garry Moore Show is seen Monday through Friday at 12:30 p.m. on channel 4 (WCCO-TV).

Monday Mar. 16

WCCO-TV 4 KSTP-TV 5

7:00 5 **Today.**
With Dave Garroway. Local news inserts by Bob Burnham.

8:00 4 **Test Pattern.**

8:15 4 **Curtain Raiser. Film.**

8:30 4 **Mel's Almanac. Local.**

9:00 4 **Arthur Godfrey Time.**
With smilin' Artha' Godfrey.

5 **Ding Dong School.**

9:30 5 **County Road 5. Local.**
Bee Baxter and David Stone.

10:00 4 **University of Minn. Local.**

5 **United Nations.**

10:30 4 **Strike It Rich.**
Warren Hull, emcee. Blanche Thebom, Metropolitan Opera star, guest helping hand.

5 **Mrs. U. S. A.**

11:00 4 **Bride and Groom.**
John Nelson, emcee; Phil Hanna, singer.

5 **Fun for Your Money. Local.**
Jimmy Valentine, emcee.

11:15 4 **Love of Life.**
Beanie and Gil decide to run away from school.

11:30 4 **Search for Tomorrow.**
Starring Mary Stuart and Lynn Loring.

5 **Luncheon Theatre. Film.**

11:45 4 **The Guiding Light.**
Starring Ellen Demming. Meta and Joe discuss their responsibility for Kathy's situation.

12:00 4 **News at Noon. Local.**
With Charles McCuen.

12:15 4 **Sanctuary. Local.**

12:25 4 **Weather Window. Local.**

12:30 4 **Garry Moore Show.**
With Ken Carson, Denise Lor, Ray Malone and Durward Kirby. Comedy sketch, "TV Burgler." Garry joins in production of song "Who," with two owls.

5 **News in Sight. Local.**
Newscaster Bill Ingram.

12:45 5 **Western Theatre. Film.**

1:00 4 **Double or Nothing.**
Bert Parks, emcee.

1:30 4 **Art Linkletter's House Party.**
Guest is Kathy Godfrey, sister of Arthur.

5 **Bee Baxter Show. Local.**

2:00 4 **Celebrity Spotlight. Local.**

5 **The Big Pay-Off.**
Quiz program with Randy Merriman as host and Bess Myerson as hostess.

2:15 4 **Hollywood Playhouse. Film.**
"Perilous Waters" with Don Castle and Audrey Long. A young man is hired to commit a murder aboard a yacht.

2:30 5 **Welcome Travelers.**
Audience participation program with Tommy Bartlett as master of ceremonies.

3:00 5 **Kate Smith Hour.**
With dancers Kathryn Lee and Marc Platt; drama "The Endowment."

3:30 4 **Around the Town. Local.**
With Arle Haeberle. Interviews.

4:00 5 **Hawkins Falls, Pop. 6,200.**
A wedding date is revised and a marriage is argued.

4:15 4 **X—4 Ranch. Film.**

5 **Gabby Hayes Show.**
"Six-gun Man" starring Bob Steele.

4:30 5 **Howdy Doody.**
The puppet star and Clarabell the clown. Jim Blaine subs for "Buffalo Bob Smith."

5:00 4 **Captain Video. Kinescope.**
Captain Video strives to save the giant starship on which he and his friends have landed.

5 **Jimmy's Junior Jamboree.**
Talented Tots 'n' Teens; The Birthday Club.

5:30 4 **Whiteman TV Teen Club. Kine.**

5 **Boots and Saddles. Film.**
Paul Denault, host.

6:00 4 **Cedric Adams' News. Local.**

5 **News Picture. Local.**
Newscaster Bob Ryan.

6:15 4 **Rollie Johnson's Sports. Local.**

5 **You Should Know. Local.**
Quiz with Jimmy Valentine.

6:25 4 **The Weather. Local.**
With Bud Kraehling.

6:30 4 **Play or Pay. Local.**
Emcee John Gallos, Toby Prin, Jeannie Arlen and Bill Mechinek, music masters.

5 **Those Two.**
Co-starring Martha Stewart and Pinky Lee. Pinky becomes jealous of Martha's former high school sweetheart

6:45 5 **News Caravan.**
John Cameron Swayze.

7:00 4 **Video Theatre. Film.**
"The Wednesday Wish" starring Josephine Hull. By befriending all hobos an old woman irritates her neighbors.

5 **Winchell-Mahoney Show.**
"What's My Name" quiz.

7:30 4 Arthur Godfrey Talent Scouts.
Arthur and a bevy of talented aspirants.

5 Voice of Firestone.
James Melton, tenor, guest soloist. Orchestra conducted by Howard Barlow.

8:00 4 I Love Lucy. Film.
To celebrate the Mertz anniversary the girls want to go to a night club but Ricky and Fred have other plans.

5 Hollywood Opening Night.
"Mr. Barber's Love Affair" starring Robert Newton. A famous stamp collector's fascination for one particular stamp leads him to the brink of disaster.

8:30 4 Red Buttons Show.
Red clowns with Pat Carroll, Joe Silver, Allan Walker, Beverly Dennis. Guest is Gloria DeHaven.

5 Robert Montgomery Presents.
"Tomorrow We Sing" starring Robert Alda. An American GI wins the hearts of Italian villagers during the war.

9:00 4 Studio One.
"Breath of Air" starring Margaret O'Brien and Everett Sloane. A mysterious man, living on a tropical Pacific island with his beautiful daughter, cannot cope with her loneliness.

9:30 5 Who Said That?
The quiz panel consists of June Lockhart, Janis Carter, Joy Hodges and June Alexander.

10:00 4 Big Town. Film.
5 Today's Headlines. Local.
Newscaster Bill Ingram.

10:15 5 Hawf's Weather. Local.

10:20 5 Horner's Sports Corner. Local.

10:30 4 Night News. Local.
Newscaster Charles McCuen.

5 Fred Vant Hull.
Sports commentary.

10:35 5 Minneapolis Lakers. Film.

10:40 4 Weather Tower. Local.
Bud Kraehling.

10:45 4 Your Coiffure. Local.

11:00 4 Sports Roundup. Local.
Dave Moore.

5 Horner's Scoreboard. Local.

11:05 4 Twenty Questions. Kinescope.

11:20 4 Night Owl Playhouse. Film.
"Strange People" starring Hale Hamilton and Walter Brennan. Former jurors at a murder trial are brought together at the mansion of the man whom they tried. A series of murders then occur.

5 Starlight Theatre. Film.

12:45 4 Tomorrow's Schedule Highlites.

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CHANNEL FIVE:
NBC — AFFILIATE

JEEPERS CREEPERS MR. PEEPERS

by THOMAS O'MALLEY

WHEN a struggling actor finally gets a taste of fame & fortune, his first bow to success is to abandon his cheap flat in Greenwich Village, buy a closet-full of new clothes, swear off peanut butter sandwiches forever, and move uptown where the livin' is easy.

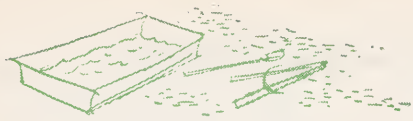
But once in a while you run across someone who cares not a whit for a fat bank account or an exalted perch in the public's eye. Such a chap is Wally (Mr. Peepers) Cox, a thoroughly refreshing and decidedly unconventional guy of 28, who was earning a slim $40 a week as a handyman jeweler a few years ago.

It isn't that Wally doesn't enjoy his newly-found fortune. It's just that he sees no need to drape himself in the trappings of success—when he's happier being himself. In deference to his healthy salary since his Peepers TV *coup*, Wally purchased a third suit—although he has a certain sentimental

attachment for a tacky brown ensemble which became a trade mark during his leaner years as a night club monologist.

As a kind of wealthy Bohemian, he has given no thought to moving out of his modest one-room apartment, which he called "home" long before feature writers began caring *where* he bunked. Wally's sentiment about money is that the only real good in it is that it keeps you "unemployment proof," a protection Mr. Cox has little need for.

It seems the only changes in comic Cox's life are people who picked up



a great deal of admiration for Wally somewhere between the days he was peddling his home made cuff links and the day he made a coast-to-coast hit as Mr. Peepers. "I was a poor heathen then by the standards of their religion," he said half-amused, "now my salary makes me one of the gods."

If pressed for one adjective that might encompass the Cox personality it would have to be "imperturbable." Nothing, however monumental or even petty, seems to upset this placid fellow. He's that way about everything—Wally just goes about making quiet adjustments when he has to and the quizzical expression on his face never changes so much as a wrinkle's worth in the process.

Wally is smallish at 5'6", 130 pounds, but not exactly the whippet type. Some have classified him as a young Barry Fitzgerald (without the brogue, of course); others think of him as an eccentric who is far too distracted by odd things to bother combing his hair, having his suit pressed, or other such mundane conventions.

But to most, he'll never escape the mark of Robinson Peepers, the lovable if pathetic bird-watching general science teacher with the childish grin.

There have been numerous comparisons between Wally and the fictional Mr. Peepers. To say it's bullseye typecasting is, of course, a neat exaggeration since the character Peepers was created solely for Cox. Hence, it's no coincidence that both Peepers and Wally are nature lovers, both are essentially modest, both have a certain insouciant humorous quality about them, both dress alike and have the same tastes and idiosyncrasies.

But the main distinction between Peepers and Cox is the intellect. Peepers is a dolt, slow-witted and bungling. We laugh at his frailties. Cox is a bright fellow with a penetrating mind who can spot the humor in others as well as in himself, something his character can't do.

Wally sums up the difference by noting, "If I wasn't the Peepers you see on the screen, in some measure, I couldn't play him. On the other hand, if I was, I wouldn't have the *sense* to play him. A fellow like Robinson Peepers would have a very remote chance of achieving any sort of real success."

Actually, it took four years of psychiatric treatment and a lot of hard self-improvement on the part of Wally to overcome his innate Peeperish shortcomings. Maybe that's why he knows the role so well. Always small and nondescript looking, Wally employed little tricks to gain attention with his school chums.

"Whenever some one asked me the time," he says, "I'd just raise my arm to my chest and let them see for themselves. When they'd ask me why I wore it that way, I'd say, 'Oh, I have no trouble at all reading it upside down.'"

Even after his army discharge he battled his self-consciousness by roller skating around New York City, realizing full well he'd get double takes, curious glances and amazed stares from the passers-by.

(*Continued on Page* 28)

Mr. Peepers is confronted with one of the innumerable weird gimmicks that plague him. Here, an ordinary shaving mirror seemingly comes to life.

Tuesday Mar. 17

WCCO-TV 4 KSTP-TV 5

6:45 5 **Test Pattern.**

7:00 5 **Today.**
Program of news, special events and entertainment, presided over by Dave Garroway. Local news inserts handled by Bob Burnham.

8:00 4 **Test Pattern.**

8:15 4 **Curtain Raiser. Film.**

8:30 4 **Mel's Almanac. Local.**

9:00 4 **Arthur Godfrey Time.**
Arthur Godfrey, emcee.

5 **Ding Dong School.**

9:30 5 **County Road 5. Local.**

10:00 4 **Cooking Is Fun. Local.**
Ruth Brand.

5 **United Nations Series.**

10:30 4 **Strike It Rich.**
Warren Hull, emcee.

11:00 4 **Bride and Groom.**
John Nelson, emcee, and Phil Hanna, singer.

5 **Fun for Your Money. Local.**

11:15 4 **Love of Life.**
Van has been warned of her sister's malice by two people.

11:30 4 **Search for Tomorrow.**

5 **Luncheon Theatre. Film.**

11:45 4 **The Guiding Light.**
Ellen Demming and Herb Nelson. Meta explains to Lawrence how she has come to love Kathy.

12:00 4 **News at Noon. Local.**
Newscaster Charles McCuen.

12:15 4 **Sanctuary. Local.**

12:25 4 **Weather Window. Local.**

12:30 4 **Garry Moore Show.**
With Ken Carson, Denise Lor and Ray Malone. Garry has a session with his pogo cello. Guest is comedian George Gobel.

5 **News in Sight. Local.**
Newscaster Bill Ingram.

12:45 5 **Western Theatre. Film.**

1:00 4 **Freedom Rings.**
Starring John Beal, featured as the father of a typical American family. His problems will be enacted for solution by studio audience or viewers at home.

1:30 4 **Art Linkletter's House Party.**
Art plays a game called "What's in the House" with members of the audience.

5 **Bee Baxter Show. Local.**

2:00 4 **Celebrity Spotlight. Local.**

5 **Big Pay-Off.**
Randy Merriman, emcee.

2:15 4 **Hollywood Playhouse. Film.**

2:30 5 **Welcome Travelers.**
Tommy Bartlett, host-emcee.

3:00 5 **Kate Smith Hour.**
The Kateds and the Five DeMarcos; comic Joe Jackson, Jr., and the Marion McPartland Trio.

3:30 4 **Around the Town. Local.**
Interviews with Arle Haeberle.

4:00 5 **Hawkins Falls, Pop. 6,200.**
An evening planned for fun takes an unexpected turn.

4:15 4 **The World We Live In. Film.**

5 **Gabby Hayes Show.**

4:30 4 **Know Your City Gov't. Local.**
Mrs. Frederick Winston and Miss Florence Burton interview George W. Martens, Edwin A. Hannula and John F. Bonner about state legislation concerning Minneapolis.

5 **Howdy Doody.**
Puppet show.

5:00 4 **Captain Video. Kinescope.**

5 **Jimmy's Junior Jamboree.**
Spelling Bee and Victor Jacobson, artist.

5:30 4 **Super Circus. Kinescope.**
Claude Kirchner, ringmaster, presents guest Wayne Griffin in a comedy sketch, "The Wrestling Match"; Vernell and Coriel, men and woman juggling team.

5 **Boots and Saddles. Film.**
Host Paul Denault.

6:00 4 **Cedric Adams' News. Local.**

5 **News Picture. Local.**
Newscaster Bob Ryan.

6:15 4 **Rollie Johnson's Sports. Local.**

5 **You Should Know. Local.**
With Jimmy Valentine.

6:25 4 **The Weather. Local.**

6:30 4 **Gene Autry. Film.**
"The Raiders."

5 **Dinah Shore Show.**
Dina goes sightseeing along the Thames in England.

6:45 5 **News Caravan.**
John Cameron Swayze.

7:00 4 **Life Is Worth Living.**
Bishop Fulton J. Sheen.

5 **Star Theatre.**
Starring Milton Berle. Guest is Broderick Crawford.

7:30 4 **Keep Posted.**
Debate on current topic. Martha Rountree and Lawrence Spivak are the moderators.

8:00 4 **Crime Syndicated.**
Narcotics men try to work their way into the confidence of one of the biggest narcotics distributors on the East Coast.

5 **Fireside Theatre. Film.**
"A Grand Cop" with John Bromfield, Shirley O'Hara, Emory Parnell. Charlita and Ed Colmans. A New York dock worker becomes involved with a South American revolutionary who wants to ship guns to his native land.

8:30 4 **Minneapolis Wrestling. L.**
George Svendsen narrates from ringside.

5 **Circle Theatre.**
"The Checkerboard Heart" starring Jack Lemmon, Betsy von Furstenburg and Ty Perry. A bewildered young girl is torn between marrying her boyfriend who is a mechanic or an older man who is trying to teach her charm and culture.

9:00 5 **Two for the Money.**

9:30 4 **Boston Blackie. Film.**

5 **Doug Fairbanks Presents. Film.**

10:00 4 **Jeweler's Showcase. Film.**

5 **Today's Headlines. Local.**
Newscaster Bill Ingram.

10:15 5 **Hawf's Weather Report. Local.**

10:20 5 **Horner's Sports Show. Local.**

10:30 4 **Night News. Local.**
Newscaster Charles McCuen.

5 **Man About the World. Local.**
With Bill Ingram subbing for George Grim.

10:40 4 **Weather Tower. Local.**

10:45 4 **To be announced.**

5 **Club Embassy. Kinescope.**
Mindy, violinist Florian Zabach and the quartet.

11:00 4 **Sports Roundup. Local.**
Dave Moore.

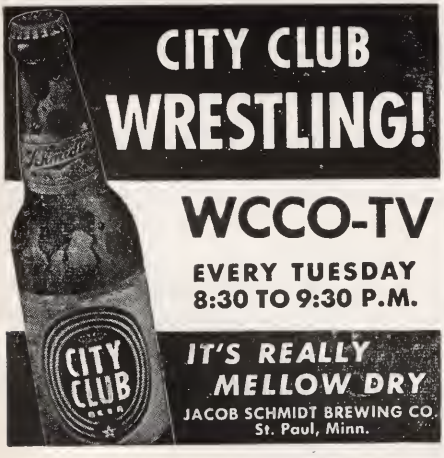
5 **Horner's Scoreboard. Local.**

11:05 4 **Night Editor. Film.**

11:20 4 **Night Owl Playhouse. Film.**
"Hue and Cry" starring Alistair Sim and Valerie White.

5 **Starlight Theatre. Film.**

12:45 4 **Tomorrow's Schedule Highlites.**



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FREEDOM RINGS

Tuesdays and Thursdays at 1:00

This new, twice-weekly program, starring John Beal, gives those at home a chance to participate, too!

Plenty of fun for all . . . on

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STARTS SATURDAY
For 9 Big Days
MARCH 14-22
Shop at the Show and Save!

Reserved Seats $1.25
Including Admission
at Downtown Ticket Office
Don't Miss the
BUILDERS SHOW

SPIKE JONES AT BUILDERS SHOW

Spike Jones and his Musical Depreciation Revue will be featured twice daily at the 1953 Northwest Builders Show in the Minneapolis Auditorium, March 14 through 22.

With his company of 40 entertainers, Spike is expected to attract record crowds. Though Spike has always drawn "road show" admissions in previous Northwest appearances, there will be no increase in the normal admission price at the Builders Show.

On display at the show will be more than 400 nationally known lines of building materials, home furnishings and appliances. Among the outstanding features will be an exhibit on "Better Rooms for Better Living," a display of animated wood carvings, a spring flower show, a miniature kitchen, and the first public showing of a color-sound movie of last year's Aquatennial.

Two cooking school classes will be held each day, just prior to the stage shows.

This year's exhibition is expected to be the largest in Northwest Builders Show history.

It's Still A SECRET!

But there's a big and wanderful surprise ahead far yau! All we can tell yau right naw is that TV FORECAST and GUIDE is growing . . . and **Growing!** In fact, in twa or three weeks it'll be **twice** as big and . . .

Sarry, that's all we can mentian at the mament. But in next week's issue we'll be able ta let yau in an the whole secret . . . with same advance details that will really thrill yau!

Be sure to get next week's issue . . . on sale at your newsstand starting Wednesday, March 18. Remember, yau'll be buying the mast complete

TV program GUIDE!

New TV Tube Protection Plan

A new television picture tube protection plan has been announced by Dealers Television Service, designed to help TV set owners escape the high cost of picture tube replacement.

In describing the plan, Aaron Rosenblum, head of Dealers TV Service, said that comparison with other TV insurance plans quickly shows the set owner that he cannot go wrong with the new plan and that he even has a good chance of getting the protection free.

The plan operates on a three-year contract basis, and an annual rate is paid, the amount depending on the size of the picture tube in the owner's set. If the tube fails within the three-year period, it is replaced with a tube guaranteed for the remaining time in the contract.

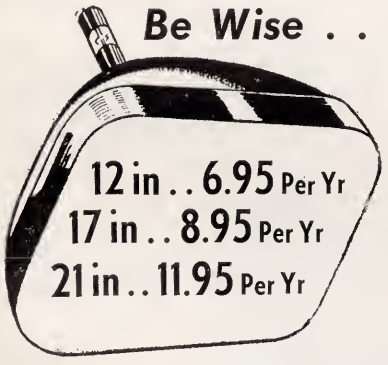
"If the tube does not fail during the three years," said Mr. Rosenblum, "we refund your payments with the exception of $1.00 in carrying charges to cover bookwork . . . In other words, the television owner may wind up with free protection, and even if the tube does go out, the rate is still exceptionally low to pay for the protection."

He added that the only other stipulation is that if a tube does burn out, the set owner is asked to pay the balance of the three-year contract when the tube is replaced. Only new tubes are used for replacement, he said, and set inspection is not required.

Mr. Rosenblum explained that the new plan is not an insurance policy.

"It is simply a combination layby plan and extended warranty contract. But by conducting the plan in this way, we can eliminate underwriting costs, salesmen's commissions and all the other costs that cause high insurance premiums."

PLAY SAFE! Guaranteed Picture Tube Protection Plan at LOW RATES



You pay the rates listed here for a 3-year period—if no new picture tube is needed during that time, **All Your Payments Will Be Refunded!**

For Further Details, Call Today . . . Ce 7468 or Ze 3203. No Toll.

Spare yourself the high cost of replacing your picture tube with this low-cost "Picture Tube Replacement Plan."

MAIL COUPON TODAY!

Please send me your picture tube contract . . . Check enclosed ☐ $. . . . . Will pay when I receive contract ☐.

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Address . . . . . .

City . . . . . **Phone** . . . . .

DEALERS TELEVISION SERVICE

135-137 WEST SEVENTH STREET, ST. PAUL

Wednesday Mar. 18

WCCO-TV 4 **KSTP-TV 5**

6:45 5 Test Pattern.

7:00 5 Today.
Program of news, special events and entertainment, presided over by Dave Garroway. Local news inserts handled by Bob Burnham.

8:00 4 Test Pattern.

8:15 4 Farm and Home. Local.

8:30 4 Mel's Almanac. Local.

9:00 4 Arthur Godfrey Time.

5 Ding Dong School.

9:30 5 County Road 5. Local.

10:00 4 School Time. Local.

5 United Nations Series.

10:30 4 Strike It Rich.
Warren Hull, emcee. Sylvia Sidney, stage and screen actress, guest helping hand

11:00 4 Bride and Groom.
John Nelson, emcee Phil Hanna, singer.

5 Fun for Your Money. Local.
Jimmy Valentine, emcee.

11:15 4 Love of Life.
Matt Slocum arrives too late to prevent what was more than the impetuous prank of a lonely schoolboy.

11:30 4 Search for Tomorrow.
Starring Mary McBride and Lynn Loring.

5 Luncheon Theatre. Film.

11:45 4 The Guiding Light.
Stars Ellen Demming and Herb Nelson. Meta and Joe wait impatiently for the grand jury's verdict.

12:00 4 News at Noon. Local.
Newscaster Charles McCuen.

12:15 4 Sanctuary. Local.

12:25 4 Weather Window. Local.

12:30 4 Garry Moore Show.
With Ken Carson, Denise Lor and Ray Malone. Garry holds a meeting of his nature club and recites "Ode to a Cow." Guest is Jim Purcell. Malone dances to "Baby, You Can Count on Me."

5 News Local.
Newscaster Bill Ingram.

12:45 5 Western. Film.

1:00 4 Double or Nothing.

1:30 4 Art Linkletter's House Party.
A famous vocalist sings a duet with a woman from the audience.

5 Bee Baxter Show. Local.

2:00 4 Celebrity Spotlight. Local.

5 The Big Pay-Off.
With host Randy Merriman and hostess Bess Myerson.

2:15 4 Hollywood Playhouse. Film.
"Kidnapped" starring Roddy McDowall and Sue England. A conniving Scot kidnaps his nephew and attempts to ship him to the Carolinas as a slave.

2:30 5 Welcome Travelers.
Host Tommy Bartlett.

3:00 5 Kate Smith Hour.
With Cole and Atkins, a fashion show, Carl Brisson and the Tong Brothers, acrobats and jugglers.

3:30 4 Around the Town. Local.

4:00 5 Hawkins Falls, Pop. 6,200.
Laif Slagle almost loses a friend and Dr. Corey tries his hand at healing an invisible wound.

4:15 4 X Bar 4 Ranch. Film. Local.

5 Gabby Hayes Show.

4:30 5 Howdy Doody.

5:00 4 Captain Video. Kinescope.

5 Jimmy's Junior Jamboree.

5:30 4 Date With Judy. Kinescope.
Judy and her hilarious experiences with her beau, Ooogie Withers.

5 Boots and Saddles. Film.
Host Paul Denault.

6:00 4 Cedric Adams' News. Local.

5 News Picture. Local.
Newscaster Bob Ryan.

6:15 4 Rollie Johnson's Sports. Local.

5 You Should Know. Local.

6:25 4 The Weather. Local.

6:30 4 Name's the Same. Kinescope.

5 Those Two.
Co-starring Martha Stewart and Pinky Lee. Pinky is accused of stealing Martha's rings and locket.

6:45 5 News Caravan.
John Cameron Swayze.

7:00 4 Arthur Godfrey, His Friends.

5 I Married Joan. Film.
Joan and her husband try to arrange the social life of a 16-year-old girl who is visiting them.

7:30 5 Cavalcade of America.
"Mightier Than the Sword" starring Douglas Kennedy, Adele Longmire, Robert Rockwell and Hayden Rorke. The story of John Peter Zenger in the famous trial that established American freedom of the press.

8:00 4 Strike It Rich.
Warren Hull, emcee. Needy people get a shot at the questions. Guest: Magda Gabor.

5 Kraft TV Theatre.
"Autumn Story" with Alan Bunce. A middle-aged spinster regains her youth by helping an orphaned girl's romance.

8:30 4 Man Against Crime. Film.
"Sic Transit Gloria" starring Ralph Bellamy as Mike Barnett, private detective. Mike stars in a burlesque show in order to solve a murder.

9:00 4 International Boxing.
Bobby Dykes of San Antonio vs. Pierre Langlois of France. A 10-round middle-weight bout from the Dallas Sportatorium. Dykes has won 83 fights while losing seven. Langlois has 53 wins with eight losses.

5 This Is Your Life.

9:30 5 Hollywood Screen Test. Film.
"The Golden Fleece" starring Roddy McDowall. An American student in Paris is caught in an adventurous merry-go-round of high intrigue involving the illegal smuggling of gold.

9:45 4 Fight Follow-Up. Local.
Rollie Johnson, Britt Gorman, Billy Hoke and a weekly guest in a hurry up bout of left verbs and right adjectives.

10:00 4 What's My Line? Kinescope.

5 Today's Headlines. Local.
Newscaster Bill Ingram.

10:15 5 Hawf's Weather Report. Local.

10:20 5 Horner's Sports Show. Local.

10:30 4 Night News. Local.
Newscaster Charles McCuen.

5 Fred Vant Hull.
Sports commentary.

10:35 5 Outdoors with Jerry Carnes. L.

10:40 4 Weather Tower. Local.
Bud Kraehling.

10:45 4 Soul's Harbor. Local.

11:00 4 Sports Roundup. Local.
Dave Moore.

5 Horner's Scoreboard. Local.

11:05 4 Night Owl Playhouse. Film.
"Bees in Paradise" with Jean Kent, Max Bacon and Arthur Askey. A comic fantasy about a lovely island ruled by a queen who runs her kingdom like a beehive, with men forced to do all the work.

5 Starlight Theatre. Film.

12:30 4 Tomorrow's Schedule Highlites.

BILL INGRAM

The Exciting Story of
the Man Who Brings You
The News!
In Next Week's
TV Forecast and Guide
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DING DONG SCHOOL

the bell rings

with the

Pre-School Crowd

Let Miss Francis take over your toddler's attention in a program especially for viewers under six . . .

9:00 A.M.

Monday thru Friday

KSTP-TV
CHANNEL FIVE
NBC AFFILIATE

Why Wait Till You're

SOME bilious old cynic once cautioned the world never to build a monument to a person before he dies. The idea, of course, is that you can never tell —a clean living fellow may turn out to be a regular rascal in his dotage.

But indefatigable Ralph Edwards, a reformed prankster from radio, isn't waiting around for the mortician. He has created a TV show that eulogizes people before they reach the shawl & rocking chair stage. Called "This Is Your Life," the program is pitted against the Wednesday night fights, probably more by design than by accident. Fisticuff fans aren't much for schmaltz. And "Life" is schmaltzy, plenty schmaltzy.

Yet, under the guidance of the former "Truth or Consequences" emcee and cut up, "This Is Your Life" comes off as TV's most intelligently handled tear-jerker.

The big element is surprise. Each week Edwards dreams up an ingenious conspiracy to lure an unsuspecting "Life" candidate into the studios of the El Capitan Theater in Hollywood. From the time that the hoodwinked subjects (some are unknown, others well known) get the surprise intonation from Ralph that "This is *your* life!" there are a few happy tears, many memorable reunions and lots of good old corn.

Edwards, a persistent guy when he puts his mind to it, spends as much as a month secretly investigating a profile possibility. The danger of a "leak" always being imminent, the research process is carried out with all the official hush-hush of an FBI operation.

Once when Jeanette MacDonald was lined up for a show, she almost unwittingly uncovered the plot. Lured to the studio on the premise of presenting Edwards with an award, Jeanette was told by the parking lot attendant to pull up next to Nelson Eddy's automobile. Somehow the coincidence didn't register so as to ruin the surprise element of the show. Eddy, her famous singing partner of the thirties, was of course, one of the guests on hand to recreate Jeanette's life. When he sang her wedding song, Miss MacDonald broke down. (Showman Edwards secretly loves a crying jag.)

Actress Joan Caulfield was asked to appear on "Life" to pose for pictures with a Henry Wilson, "an old Colorado miner," and supposedly the surprise guest of the evening. But when the program began and Edwards began reading from his memoir book, "This is the story of a little girl born in East Orange, New Jersey, the story of Joan Caulfield Ross," the actress' knees buckled. "I felt as if someone had hit me in the pit of my stomach," she later confessed.

Probably the most composed of the lot of

Dead?

When baseballer Casey Stengel's life was reviewed, he had reunions with players, a club owner, a sportswriter and an umpire. He was civilized to all, including the ump.

surprise guests was the "old pro" himself, Casey Stengel, manager of the New York Yankees. Ole Case, who not only *has* ulcers, but has been known to *give* a few in his day, carried off his part like a grizzled veteran. Wise-cracking throughout, Stengel was no picture of choked-up manhood, as perhaps Edwards would have preferred. The colorful manager had all the emotion sapped out of him the last four years winning every conceivable baseball team honor there is. No TV show could unnerve the garrulous Casey.

The program is easily at its most touching when some comparative unknown is saluted. The profiling of Billie Clavenger, NBC's chief telephone operator and the Rev. Jim McClain (who was formerly Dr. I.Q. of radio fame) were especially happy choices. Billie was lured into her big night under the impression that she was to place a special long distance call for Edwards. Her only regret: she wore an old dress down to the studio. The Rev. Jim, who gave up a show business career to enter the ministry, told the audience about his boys' organization in Texas and the cash contributions poured in. Many viewers were struck by his modest charm.

For his Christmas stanza of "Life," Edwards let no holds be barred in a neat attempt for a mass crying jag. He almost succeeded. Featured was a mother surprised by her servicemen sons flown in specially to be home for Christmas. Some thin-skinned viewers sublimated their high degree of sentiment by flipping the switch and returning to trimming the Christmas tree. They didn't feel like weeping on Christmas Eve.

The idea of extolling someone before the good is interred with his bones is a fine one. But it will be up to Edwards to dodge the pitfalls. One is the danger that the program might disintegrate into a weepy vehicle along the lines of "Strike It Rich." The other is up to the ingenuity of Edwards. That's figuring out a way to keep fooling these guests of his into coming up to the El Capitan. People are beginning to get wise, Ralph. And look out! Some day they may pull a switch and review *your* life.

"This Is Your Life" is seen Wednesdays at 9 p.m. on channel 5 (KSTP-TV).

NBC's chief telephone operator Billie Clavenger shows surprise over the attention she received on her night. In background is actress Billie Burke, a long time friend of Miss Clavenger's. This particular show was one of Edwards' more successful "Life" productions.

Thursday Mar. 19

WCCO-TV 4 KSTP-TV 5

6:45 5 **Test Pattern.**

7:00 5 **Today.**
Program of news, special events and entertainment, presided over by Dave Garroway. Local news inserts are handled by Bob Burnham.

8:00 4 **Test Pattern.**

8:15 4 **Curtain Raiser. Film.**

8:30 4 **Mel's Almanac. Local.**

9:00 4 **Arthur Godfrey Time.**
Arthur Godfrey, emcee.

5 **Ding Dong School.**
Nursery school for the tiny tots.

9:30 5 **County Road 5. Local.**

10:00 4 **Cooking is Fun. Local.**
With Arlene Peterson.

5 **United Nations Series.**

10:30 4 **Strike It Rich.**
Warren Hull, emcee.

11:00 4 **Bride and Groom.**

5 **Fun for Your Money. Local.**
Jimmy Valentine, emcee.

11:15 4 **Love of Life.**

WCCO-TV 10:00 to 10:30

Sponsored by

NORTHERN STATES POWER CO.

Beanie's disappearance heightens the tension that already exists.

11:30 4 **Search for Tomorrow.**

5 **Luncheon Theatre. Film.**

11:45 4 **The Guiding Light.**
With Ellen Demming. Kathy and Meta worry about the testimony before the grand jury.

12:00 4 **News at Noon. Local.**
Newscaster Charles McCuen.

12:15 4 **Sanctuary. Local.**

12:25 4 **Weather Window. Local.**
With Bud Kraehling.

12:30 4 **Garry Moore Show.**
With Ken Carson, Denise Lor and Ray Malone. Ivan Sanderson brings three opossums. Comedy sketch called "The New Yorkers."

5 **News. Local.**

12:45 5 **Western Theatre. Film.**

1:00 4 **Freedom Rings.**

1:30 4 **Art Linkletter's House Party.**
Art reads fan mail from his viewers

5 **Bee Baxter Show. Local.**

2:00 4 **Celebrity Spotlight. Local.**

5 **The Big Pay-Off.**

2:15 4 **Hollywood Playhouse. Film.**
"Suspense." An ambitious young man slugs his way up without regard for others and eventually kills a man.

2:30 5 **Welcome Travelers.**

3:00 5 **Kate Smith Hour.**
The Kateds and the Five DeMarcos; Cracker Barrel discussion, and "America Sings."

3:30 4 **Around the Town. Local.**

4:00 5 **Hawkins Falls.**
A druggist returns from a vacation to find the town has a new look.

4:15 4 **X—4 Ranch. Film.**

5 **Gabby Hayes Show.**

4:30 5 **Howdy Doody.**

5:00 4 **Captain Video. Kinescope.**

5 **Jimmy's Jamboree. Local.**
Pet Parade; Science Is No Mystery.

5:30 4 **Super Circus. Kinescope.**
Claude Kirchner, ringmaster, presents the Carletons, a father and son hand-balancing act; Olgi Savataas' seven trick dogs, and the Orantos, a trio of perch-pole specialists.

5 **Boots and Saddles. Film.**

6:00 4 **Cedric Adams' News. Local.**

5 **News Picture. Local.**
Newscaster Bob Ryan.

6:15 4 **Rollie Johnson's Sports. Local.**

5 **You Should Know. Local.**
With Jimmy Valentine.

6:25 4 **The Weather. Local.**

6:30 4 **Lone Ranger. Film.**

5 **Dinah Shore Show.**
Musical variety.

6:45 5 **News Caravan.**
John Cameron Swayze.

7:00 4 **Burns 'n' Allen. Film.**
Gracie decides that joining the army will help George sleep better at night, and she arranges for him to take a physical exam. Naturally the confusion grows from there.

5 **You Bet Your Life. Film.**
The cigar twiddling bespectacled buffoon quizzes nervous couples.

7:30 4 **Amos 'n' Andy. Film.**
Andy falls in love with an actress and is persuaded to become an actor.

5 **Treasury Men in Action.**
"The Case of the Silent Partner." A shopowner tangles with federal agents when bootleggers tempt him with easy money.

8:00 4 **Biff Baker, U.S.A. Film.**
"The Hawaii Story." An enjoyable stay in Hawaii is marred when the host of Biff and Louise is jailed for murder.

5 **Dragnet. Film.**
A hit-and-run felony case becomes manslaughter when two victims die.

8:30 4 **Speaking of Sports. Local.**
Don Riley and Mark Tierney.

5 **Ford Theatre. Film.**
"The Bet" starring Viveca Lindfors, Helmut Dantine and Carl Esmond. A man makes a bet that he can be voluntarily imprisoned for ten years. The potential loser of the bet decides to kill him.

9:00 4 **My Little Margie. Film.**
"Vern, the Failure." A college reunion convinces Vern that he is a failure, but his daughter finds a way to bolster his ego.

5 **Martin Kane, Private Eye.**
Martin Kane hits the jackpot when he apprehends a killer at a TV quiz show.

9:30 4 **The Unexpected. Film.**

5 **Academy Award Dinner.**
Bob Hope emcees as the "Oscars" are awarded to Hollywoods best of the last year.

10:00 4 **Death Valley Days. Film.**

10:30 4 **Night News. Local.**
Newscaster Charles McCuen.

10:40 4 **Weather Tower. Local.**
With Bud Kraehling.

10:45 4 **Hunting and Fishing. Local.**
Rollie Johnson.

11:00 4 **Sports Round-Up. Local.**
Dave Moore.

5 **Today's Headlines. Local.**
Bill Ingram, commentator.

11:05 4 **Night Owl Playhouse. Film.**
"Dudes Are Pretty People" with Jimmy Rogers and Noah Beery, Jr. Comedy about two cowboys on a dude ranch.

5 **Rocky King, Detective. Kine.**
After eight years in a penitentiary, a convict vows revenge on Rocky King, played by Roscoe Karns.

11:35 5 **Starlight Theatre. Film.**

12:30 4 **Tomorrow's Schedule Highlites.**

Friday Mar. 20

WCCO-TV 4 **KSTP-TV 5**

6:45 5 **Test Pattern.**

7:00 5 **Today.**
Program of news, special events and entertainment, presided over by Dave Garroway. Local news inserts handled by Bob Burnham.

8:00 4 **Test Pattern.**

8:15 4 **Curtain Raiser. Film.**

8:30 4 **Mel's Almanac. Local.**

5 **Breakfast Party.**

9:00 4 **Wheel of Fortune.**

5 **Ding Dong School.**
Nursery school for tots.

9:30 4 **Bill Cullen Show. Kinescope.**

5 **County Road 5. Local.**

9:45 4 **Betty Furness Show.**
Guest: Geraldine Page, star of "Midsummer."

10:00 4 **School Time. Local.**

5 **United Nations Series.**

10:30 4 **Strike It Rich.**
Warren Hull, emcee. Jack Fina, bandleader, guest helping hand.

11:00 4 **Bride and Groom.**
John Nelson, emcee; and Phil Hanna, singer.

5 **Fun for Your Money. Local.**

11:15 4 **Love of Life.**
Dramatic serial, starring Peggy McCay and Paul Potter. The search for Beanie continues.

11:30 4 **Search for Tomorrow.**
Starring Mary Stuart and Lynn Loring.

5 **Luncheon Theatre. Film.**

11:45 4 **The Guiding Light.**
Starring Ellen Demming and Herb Nelson. The D.A. says that he may present a last-minute witness before the grand jury.

12:00 4 **News at Noon. Local.**
Newscaster Charles McCuen.

12:15 4 **Sanctuary. Local.**

12:25 4 **Weather Window. Local.**
With Bud Kraehling.

12:30 4 **Garry Moore Show.**
With Durward Kirby, Denise Lor and Ken Carson. "Moments to Remember." Garry and the entire cast celebrate their 700th show since their debut in June, 1950.

5 **News. Local.**
Newscaster Bill Ingram.

12:45 5 **Western Theatre. Film.**

1:00 4 **Double or Nothing.**
Bert Parks.

1:30 4 **Art Linkletter's House Party.**
Guest is Gale Storm, star of "My Little Margie."

5 **Bee Baxter Show. Local.**

2:00 4 **Celebrity Spotlight. Local.**

5 **The Big Pay-Off.**
Quiz program wtih Randy Merriman as host and Bess Myerson as hostess; Betty Ann Grove as musical quiz mistress.

(*Continued on Page* 30)

JEEPERS, CREEPERS MR. PEEPERS

(Continued from Page 17)

No one who knew Wallace Maynard Cox as a school youngster (he attended nine different schools in 12 years) would have tabbed the half-pint with glasses as a future comic. Not even a grim young fellow named Marlon Brando who chummed up with Wally when they were together in a grammar school in Evanston, Ill.

"When I first met Marlon, he muttered something about a game of chess, of which I knew very little being only a fourth grader. Before I knew what was happening he laid out the chess men, defeated me in three moves, picked up his equipment and left without saying a word."

Cox's life with his divorced mother and older sister brought him finally to New York City, where his fondness for plant life resulted in his enrolling in a botany course at City College of New York. In 1942 he went the way of all males at that time—into the army—only to be discharged four months later because of succumbing to heatstroke.

With discharge papers in hand, Wally took one of those aptitude tests which led his future life into manual activities. Dutifully, he enrolled in a handicraft course with aspirations of becoming a silversmith. In 1946, his craft learned, he took his soldering iron in hand and went to work in a cold water flat making cuff links, tiepins and tie clasps, which he wrapped in cloth and set out to sell to exclusive Manhattan haberdashers. Science may still be right, but his occupation netted him only $40 a week.

As hindsight has borne out, Wally's fourth grade friendship with Marlon Brando was his biggest break. Brando, just coming into his own as an actor, and Cox met after 12 years and became close friends. Introduced at theatrical parties through Brando, Wally spun some of his humorous monologues for the audience. He developed more material, finally landed an engagement in the Village Vanguard nitery in Manhattan, then swankier clubs and hotels. Presented with an eight minute segment in a Broadway revue, "Dance Me a Song" (which was a financial bust), Cox stole the show, bagging unanimous personal raves. TV viewers are all familiar with his pre-Peepers guest stints which kept him busy the past two years—the perplexed soda jerk, the harassed candy store owner, the over-bearing bank executive and the scoutmaster.

Although he could go on forever portraying the milquetoast Mr. Peepers, Wally would secretly like to make a living at writing. He has submitted some devastating satires and allegories that even *New Yorker* magazine with its liberal attitude called "frightening." A small sampling of the dialogue from one reads thus:

Child: Why is all the furniture six inches high?

Mother: Don't criticize your father.

Wally's other main hobby has a more practical aspect. Twice a week he hikes out to Rockland County in New York where he is building his own house, piece by piece with his own hands. While out there he's able to steal a little bird-watching at the same time.

The spectre of Mr. Peepers will always be hovering over Wally Cox to the extent that he may never successfully be any one else. But as an insider pointed out, "Wally has retained all the endearing qualities about Peepers —modesty, gentleness, consideration— and has ferreted out the rather pathetic ones like stupidity, muddled thinking and an inferiority complex."

Which means there's still a chance for you, Mr. Peepers.

"Mr. Peepers" is seen on Sundays at 6:30 p.m. on channel 5 (KSTP-TV).

Bungling Robinson Peepers finds life more bearable because of his girl friend Nancy, ably played by Pat Benoit.

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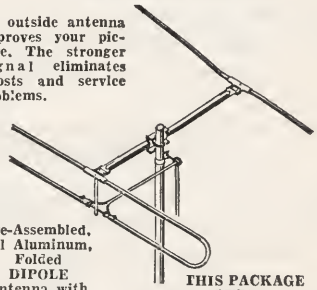

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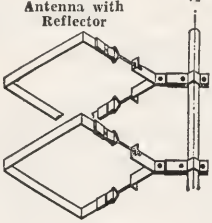

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FRIDAY—Cont'd

(*Continued from Page 27*)

2:15 4 Hollywood Playhouse. Film.
"Adventures of Martin Eden" starring Glenn Ford, Evelyn Keyes and Claire Trevor. Adventures aboard an intolerable cargo ship.

2:30 5 Western Travelers.
Tommy Bartlett, host-emcee.

3:00 5 Kate Smith Hour.
A high wire act, a teen age panel, and an informal musicale.

3:30 4 Around the Town. Local.
With Arle Haeberle.

4:00 5 Hawkins Falls.
Wedding bells.

4:15 4 X—4 Ranch. Film.

5 Gabby Hayes Show.

4:30 5 Howdy Doody.

5:00 4 Captain Video. Kinescope.

5 Jimmy's Junior Jamboree.
Talented Tots 'n' Teens and Cartoon Comics.

5:30 4 World of Aviation. Local.

5 News for Youngsters. Film.
Frank Luther narrates.

5:45 5 Pierre the Magician. Local.

6:00 4 Cedric Adams' News. Local.

5 News Picture. Local.
Newscaster Bob Ryan.

6:15 4 Rollie Johnson's Sports. Local.

5 You Should Know. Local.
With Jimmy Valentine.

6:25 4 The Weather. Local.
Kraehling.

6:30 4 Trouble with Father. Film.
Young Jackie's pleading for a pair of hamsters end up by turning the Erwin household into a unique zoo.

5 Those Two.
Starring Martha Stewart and Pinky Lee. Pinky unveils the true thief of Martha's jewelry.

6:45 5 News Caravan.
John Cameron Swayze.

7:00 4 Ozzie and Harriet.
Ozzie comes home a changed man, generous and philosophical, after a visit to "cheer up" a sick friend.

5 RCA Show.

7:30 4 My Friend Irma.

5 Superman. Film.

8:00 4 Playhouse of Stars. Film.
"Parents Weekend" starring Maureen O'Sullivan, Jerome Cowan and Skip Homeier. A mother discovers that separate vacations can lead to a lot of trouble.

5 Big Story. Film.
Reporter Edgar Frady of Chicago helps track down a man who shot a policeman.

8:30 4 Our Miss Brooks. Film.
"The Honest Burglar." Miss Brooks, played by Eve Arden, comes to the aid of an honest burglar who is raiding her icebox in the middle of the night.

5 Aldrich Family. Film.
"Mary's Visitor." Mary sends Henry to meet an out-of-town boyfriend at the station, and Henry brings home a stranger.

9:00 4 Mr. and Mrs. North. Film.
"The Blackout." Pam and Jerry offer to help a friend and find themselves involved in the murder of his wife.

5 Cavalcade of Sports.
Johnny Bratton of Chicago vs. Bobby Jones of Oakland, California. A 10-round welterweight bout from Madison Square Garden.

9:30 4 Invitation Playhouse. Film.

9:45 4 Strange Adventure. Film.

5 Sports Hall of Fame. Local.
Jack Horner with the life story of some great Minnesota athlete.

10:00 4 The Web. Kinescope.
"The Joke." A practical joke is no laughing matter when it turns into murder.

5 Today's Headlines. Local.
Newscaster Bill Ingram.

10:15 5 Hawf's Weather Report. Local.

10:20 5 Horner's Sports Show. Local.

10:30 4 Night News. Local.
Newscaster Charles McCuen.

5 Rasslin' with Russ. Film.

10:40 4 Weather Tower. Local.
Bud Kraehling.

10:45 4 Hi-Notes in Fashion. Local.

5 Wrestling from Hollywood. F.

11:00 4 Sports Round Up. Local.
Dave Moore.

5 Horner's Scoreboard. Local.

11:05 4 Night Owl Playhouse. Film.
"August Weekend" with Valerie Hobson. An older man attempts to persuade a young girl to run away with him in spite of the fact that he is married.

5 Wrestling from Hollywood. F.

12:00 5 Starlight Theatre. Film.

12:30 4 Tomorrow's Schedule Highlites.

What's Your Favorite Shrimpburger Recipe?

On a bun?

As an hors d'oeuvre?

Or a main course dish?

Send TV Forecast your favorite recipe and win $35 1st Prize; $15 2nd Prize.

All entries are the property of TV Forecast. The editors will act as judges, their decision final.

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4:30 – "HOWDY DOODY"

with Buffalo Bob, Clarabell, and all the gang

5:00 – "JIMMY'S JAMBOREE"

Jimmy Valentine plays games, has spelling bees, and features talented tots 'n teens (maybe your own friends)

5:30 – "BOOTS & SADDLES"

Cowboy Paul Denault brings you tales of the West where it was a man and his horse against the shadowy rustler

And that's Monday thru Friday too!

KSTP-TV CHANNEL **5**

NBC AFFILIATE

N/W EDITION

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